



HEAD OF MARKETING AND COMMUNICATIONS

Job Description

Status:	Full time Permanent
Remuneration:	£ Competitive
Department:	Marketing and Communications
Responsible to:	Chief Executive
Direct Reports:	Press Officers, Membership Officer, Competition and Events Manager
Location:	Head Office, Milton Keynes

The English Table Tennis Association is the National Governing Body for table tennis in England. The ETTA has recently undertaken a complete review of its strategic direction including a significant restructure and governance review to align the organisation with new targets through to March 2017 and beyond. This will coincide with a re-branding exercise and a relocation of the Head Office function to Milton Keynes in March 2014. All these factors will signal a major change in the growth and development of Table Tennis in the years ahead.

Job Summary

The Head of Marketing and Communications is a new role and a key member of the Senior Management Team. Providing strategic and operational direction to a team including communications, commercial, events and competitions and membership services. To elevate and develop the ETTA brands through the development of integrated marketing techniques, effective external and internal communications and event marketing. Responsibility for the commercial strategy devised to attract additional income into the ETTA.

KEY RESPONSIBILITIES

- Develop effective and creative marketing and communication strategies and operational plans that are progressive and support organisation growth.
- Responsible for the operational delivery and budgeting for all aspects of the marketing, communications, membership and events programmes.
- Build and deliver branded marketing campaigns mixing traditional and digital media, ensuring key messages are consistently delivered.
- Develop and deliver a commercial strategy (including sponsorship, broadcast, merchandising) to increase income into the ETTA and to raise awareness of the sport.
- Analyse and respond to trends in the leisure sector, sports sector and table tennis community to ensure strategies can adapt
- Develop and understand use of CRM systems to support membership and participants
- Support other departments such as Development and Performance in driving and supporting all marketing and communication activity
- Ensure all corporate design and visual identity is effectively managed including a rebrand exercise in early 2014
- Ensure the organisation engages with a diverse audience; ensuring all target audiences are communicated with regularly, positively and consistency, measuring impact and effectiveness
- Develop the overall events and competitions strategy and delivery structure
- Working with other members of the Senior Management Team to identify and drive business development opportunities and raise the profile of table tennis.



PERSON SPECIFICATION/KEY SKILLS

Essential

- Graduate or graduate level
- Minimum 10 years experience in senior consumer facing marketing and/or communications and/or PR roles
- Experience of dealing with the media
- Demonstrated ability in managing and motivating a multidisciplinary team
- Able to demonstrate a broad range of professional management, communication and marketing skills
- Understanding of importance and potential of CRM systems and databases
- Understanding of using insights to shape strategic and operational plans
- Experience of digital media platforms
- Understanding of brand protection and growing value in a brand
- Experience of sponsorship and licensing
- Able to work strategically without close supervision whilst being a key and supportive member of the Senior Management Team
- Able to manage a heavy work programme, work to set priorities and achieve against targets
- An analytical, numerate and disciplined thinker who has the ability to think complex issues through and produce commercially sound judgments
- A committed and loyal individual, prepared to work the necessary hours to meet deadlines
- Working knowledge of information technology and computer systems

Desirable

- Understanding of sporting industry landscape domestically and internationally
- Understanding of public affairs
- Experience working closely with Boards and volunteers
- Knowledge of event planning and operational delivery
- Knowledge of lottery and exchequer funding agencies and their systems

The ETTA is an equal opportunities employer. A copy of the policy can be found on the ETTA website

The ETTA is committed to the best standards of care of children and as such this role may require a satisfactory DBS check. A copy of the ETTA Child Protection Policy can be found on the ETTA website

November 2013